



FOOD MENU DESIGN BRIEF REQUEST FORM & SOP

PROJECT DESIGN DETAILS

PROJECT NAME	Zengo Brunch Pescatarian
PROPERTY	Zengo, West Bay, Doha
SIZE (PIXELS = WEB) OR (INCHES = PRINT)	A5
ORIENTATION (PORTRAIT OR LANDSCAPE)	Portrait
DATE NEEDED	09/01/2026

MENU SUBMITTAL SOP

STEP 1: OBTAIN APPROVALS

FOOD MENUS: REQUIRED APPROVALS (INCLUDING SPECIAL HOLIDAY MENUS, RESTAURANT WEEK MENUS, ETC.)

1. **Menu Brief Preparation:**
 - o Property GM, Director of F&B, Executive Chef, Chef de Cuisine, or Head Chefs must ensure that menu briefs are thoroughly reviewed before submission.
 - o The brief should be checked for **grammar, spelling, allergens, and an associated cost** based on a **PMIX analysis and menu engineering**.
 - o Pricing should be **informed and included in the initial submission**, rather than added after approval.
 - o **Completed menu submission must be received no less than 14 days before the proposed change.**
2. **Initial Review:**
 - o The Property GM, Director of F&B, Executive Chef, Chef de Cuisine, or Head Chefs send the menu brief to the **RSH Culinary Director & RSH Regional Director of Operations** for a preliminary review and discussion.
3. **Final Approval Process:**
 - o The RSH Culinary Director will forward the reviewed brief to the **RSH VP of Operations** (CC Isabella Sandoval) for **final edits and approval**.
4. **Menu Design Kickoff & Distribution:**
 - o Once final edits are made and the menu is approved, the **VP of Operations will upload the document into the RSH Culinary Teams folder**.
 - o **For Owned & Operated properties or those with contracted RSH Brand & Marketing oversight:**
 - VP of Operations will upload into **ClickUp** and assign it to the **Marketing team** for menu design updates, then route it to the **Regional Director of Operations and Culinary Director**.
 - o **For other properties:**
 - VP of Operations will upload into **ClickUp** and assign it to the **Regional Director of Operations and Culinary Director** for distribution to the **Property GM/Chef team**.

STEP 2: DESIGN DEVELOPMENT

EXISTING MENU EDITS: 1-2 business days once project is received via ClickUp by VP of Operations

NEW MENU DEVELOPMENT: 5 business days once project is received via ClickUp by VP of Operations

MENU

Please drop the menu content below on page 2.



For The Table

Edamame, steamed edamame, sea salt S,VG

Zengo Kani Salad, local grown lettuce, cucumber, avocado, yuzu miso dressing C,MU,S

Cold Live Station

Chef's selection Sushi, Tiradito and Ceviche

Hot Appetizer

Cod and Prawn Gyoza, edamame, bonito flakes, ponzu butter C,D,F,G,S

Spring Roll, glass noodle, green lettuce, sweet soya sauce G,S,VG

Entrée

Kung Pao Prawn, shishito peppers, dry chili, cashew nut C,E,G,N,S

Salmon Miso, celeriac puree, brussels sprout, Japanese salsa D,F,S

Thai Green Curry, bok choy, baby corn, mushroom, green curry broth VG

Dessert

Selection of Chef's Special Dessert D,E,G